RESEARCH   SERVICES   INSIDE DELPHION

Log Out Work File Select Scratcher   My Account | Products   Search: Quick/Number Boolean Advanced

The Delphion Integrated View

Get Now: More choices...   **Tools:** Add to Work File: Create new Work

View: INPADOC | Jump to: Top ▼   ☒

Title:	**JP2002164911A2: COMMUNICATION TERMINAL**
Country:	JP Japan
Kind:	A2 Document Laid open to Public inspection [i]
Inventor:	KANEYA ATSUSHI;
Assignee:	RICOH CO LTD
	News, Profiles, Stocks and More about this company
Published / Filed:	2002-06-07 / 2000-11-24
Application Number:	JP2000000358257
IPC Code:	H04L 12/54; H04L 12/58; G06F 13/00; H04M 11/00; H04N 1/00; H04N 1/32;
Priority Number:	2000-11-24 JP2000000358257
Abstract:	

PROBLEM TO BE SOLVED: To provide a communication terminal that can confirm whether or not transmitted electronic mail is received without being excessively subjected to charge imposition.
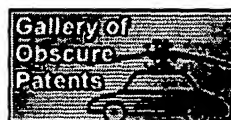
SOLUTION: The communication terminal of this invention that is compatible with electronic mail and the MDN(Message Disposition Notifications) is provided with a means that stores maintenance information of information to be transmitted, a function that registers a specific destination address from which the acknowledgement by the MDN can be expected, and a measurement means that measures a time after mail transmission. In the case of transmitting mail to a destination by using the MDN that makes a specific contract with a service station or the like from which acknowledgement by means of the MDN can be expected, the communication terminal transmits the same contents as those of the preceding mail to the destination when the communication terminal receives no acknowledgement after a prescribed time. In the case of sending a message of mail to a specific opposite party that can respond to the mail by means of the MDN, the communication terminal checks the acknowledgement from the opposite party by means of the MDN. Since the communication terminal retransmits the message when receiving no acknowledgement even after a prescribed time, the communication terminal can enhance the surety of message transmission even when using the electronic mail.
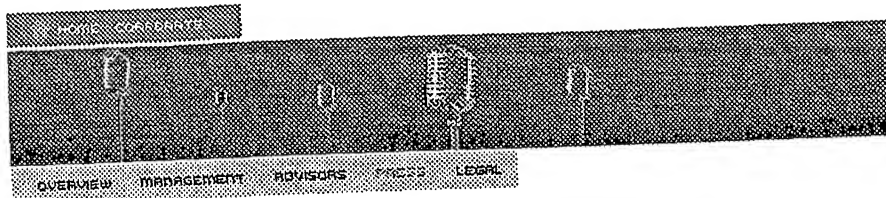
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Family:	none
Other Abstract Info:	none

Email Marketing

GOTMARKETING

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PRESS RELEASES

GOTMARKETING ANNOUNCES VIRALOCITY

Module introduces email forward tracking and enhances opt-in list building

San Jose, California — August 21, 2002— GotMarketing™, provider of permission-based email marketing software, today announced the release of the Viralocity™ module for the Campaigner™ suite of products. With Viralocity, marketers can build on existing emarketing excellence by tracking referral emails that result in increased brand awareness and growth in new subscribers to their email lists.

Using Viralocity, Campaigner allows marketers to embed in an email campaign, customized "forward to a friend" and "subscribe now" links to track the number of times an email is forwarded and whether that referral resulted in a new subscriber to the email. Growing a business by getting referrals from existing clients has long been one of the most effective methods of marketing though measuring success was always difficult. With the advent of email marketing software and now viral marketing tracking, referral ROI can easily be measured and reported on.

"Using the Internet for referral marketing makes sense," says Deryl Rasquinha, VP Products for GotMarketing. "Viral email marketing allows a client base to forward useful emails to other people, increasing the probability that the message will be well received and acted upon."

A successful direct marketing campaign increases the list of recipients by adding interested prospective clients that request inclusion. Referral and permission-based email marketing achieves results because the emails are anticipated, personal and relevant. By allowing recipients to "opt-in" to receive other email messages or to "buy now" directly from the email, referral ROI can be maximized.

"I always suspected that my readers were helping my business grow by referring my email newsletter to their friends," said Ron Henderson (www.auntiesbeads.com). "Campaigner has helped me target my newsletters to get more new subscribers and, ultimately, more new customers. I can see exactly who helps me grow my business and I can measure how many more readers I've acquired as a result."

Viralocity is currently available to all users of GotMarketing's Campaigner at www.gotmarketing.com and from all partner websites, including Yahoo! and Oracle Small Business.

About GotMarketing
GotMarketing (www.gotmarketing.com) is the developer of Campaigner, self-serve permission-based email marketing software that helps businesses generate revenue and shorten sales cycles by acquiring and retaining loyal customers. Campaigner is available directly from GotMarketing, and through leading Web business services providers. Yahoo!, Oracle, Autodesk and Smart Online are among the leading North American corporations partnered with GotMarketing to power channel sales, strengthen service offerings and increase revenue. GotMarketing is based in San Jose, California with offices in Ottawa and Montreal, Canada.

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For press or analyst inquiries contact:
Yvonne Robinson
Public Relations
GotMarketing
(613) 727-7588 ext 223
(613) 298-6613
pr@gotmarketing.com

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